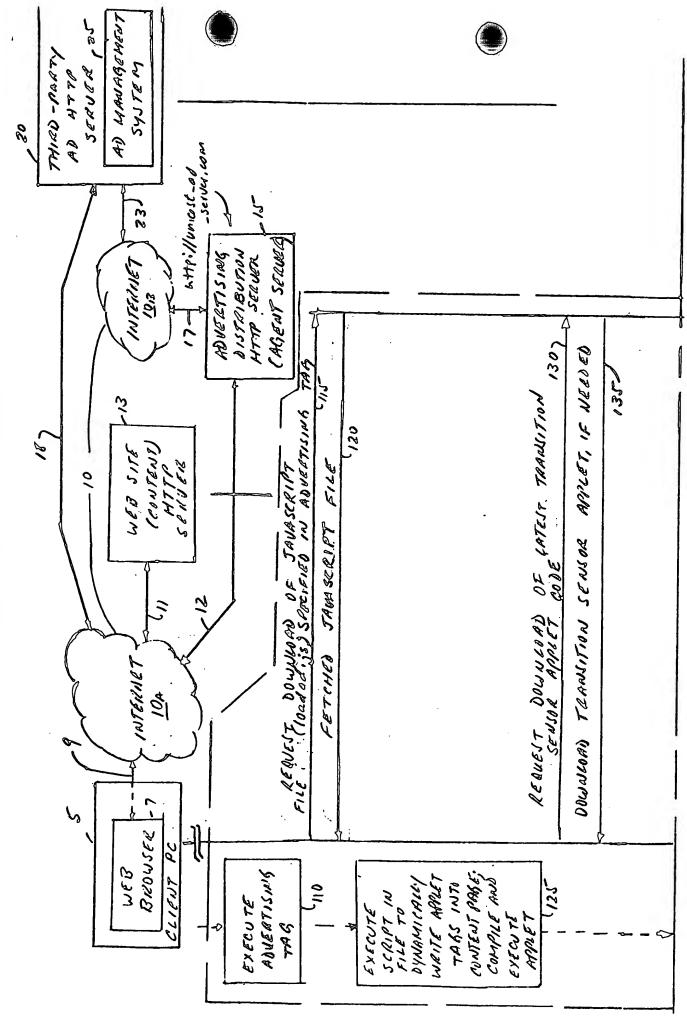


Per land then in the land then the tend that in the limit in it.



LEQUEST DOLLIGAD OF LATEST MENTINEL LOUNDLOND AN CANTONET, IF WESTS ABENT DOLNILOPS INSTANTALETEE SEEDS ASSOCIATED ABENT DOLNILOPS INSTANTALETEE DOLNILOPS INSTANTALETEE PROMILOPS INSTANTALETEE ABENT	i	F16,1F			F16, 15	F1G.1E F1G. 1F	
			REQUEST DOWNLOAD OF LATEST Adcontroller APPLET, 1F WEEDED	Ad Controller	-7-57,		

</r> <SCRIPT
SRC=http://unicast.com/loadad.js>AdServer="http://AdManagement_system"
</script> 40 ADJERTISMS TAG HTML CODE 45M2 (01) E 328 \$#F#5 >< fifee >
<B00 ><</pre> </Boby>

F18,2

FIG. 2A F16,2B

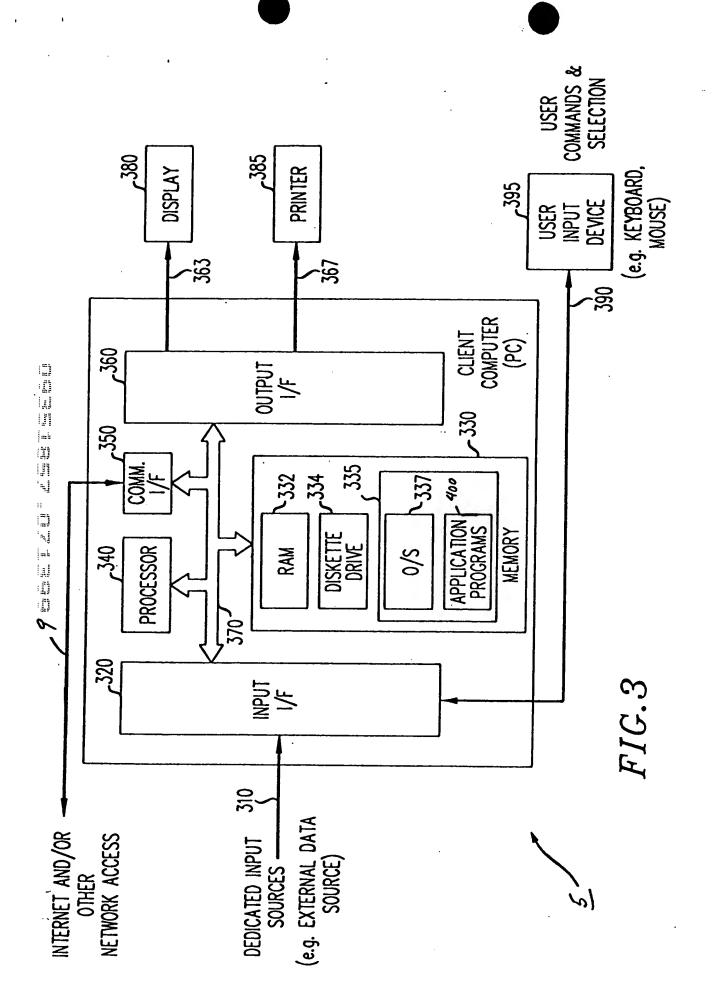
REFERRING CONTENT PAGE

BESTENT PAGE

6

<003H/><37JJJ/> value="http://www.unicast.com/media/fireworks_01_ad_descriptor.txt"><param name="cabbase" value="adcontroller.cab"> <applet code="com.unicast.adcontroller.tools.TransitionSensor"</pre> align="baseline" width="2" height="0" name="TransitionSensor" HTML CODE codebase="http://www.unicast.com/java/classes/" 018. archive="adcontroller.jar"> TRAUSITION SENSOR cparam name="adURL" </applet> </box DYNAMICALLY WRITTEN MIREY 7A65 DOWN COND EXECUTION 200 5 E 11 18 R) & RROWSER (100 gay.) SCRIPT

F16.28



F14.4

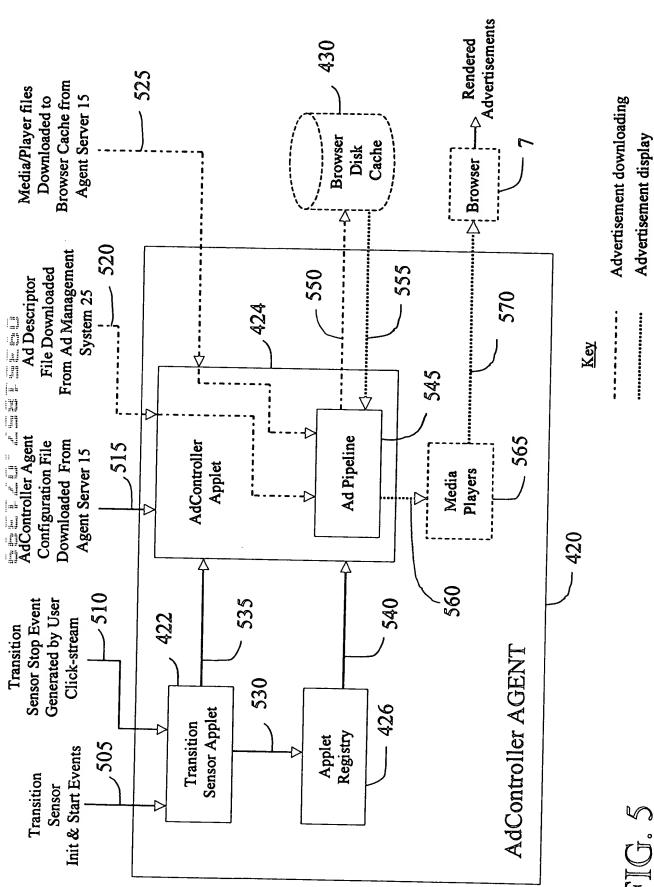


FIG. S

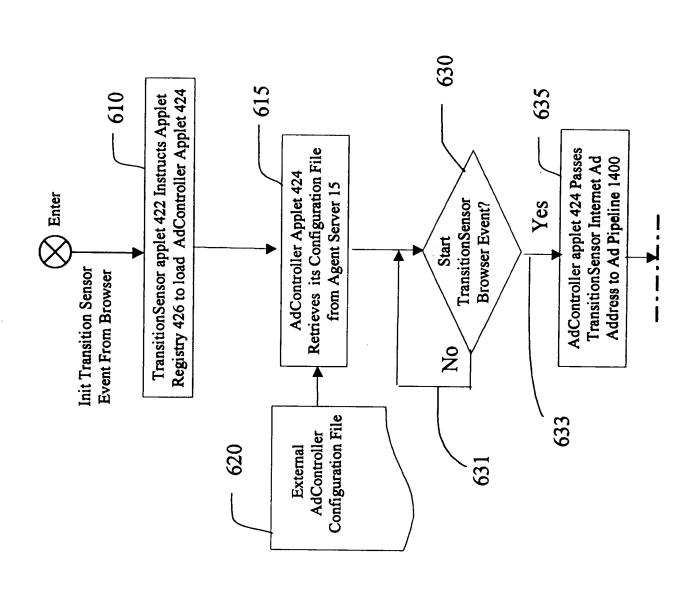
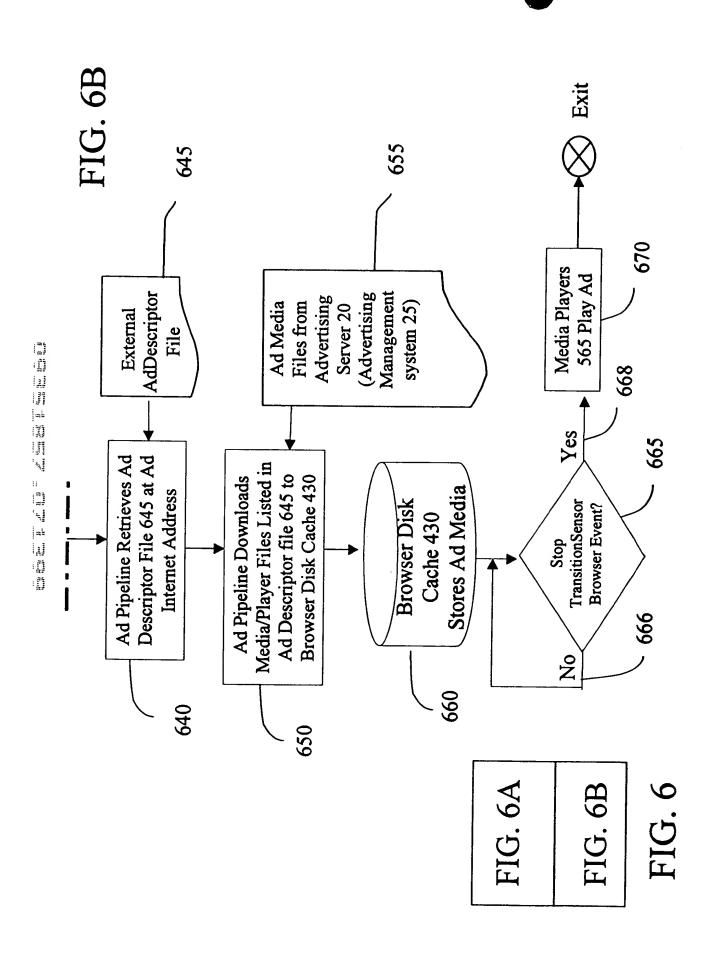
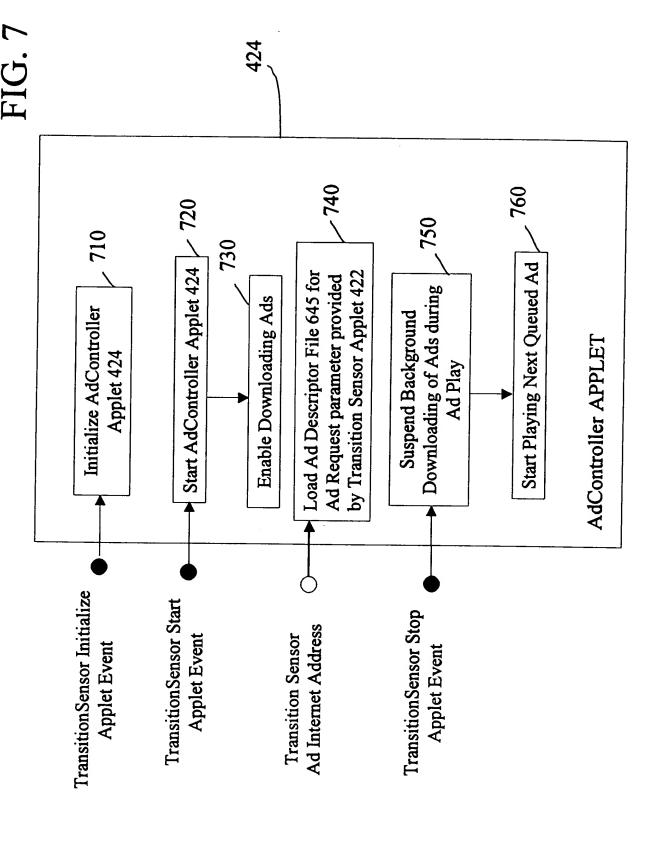
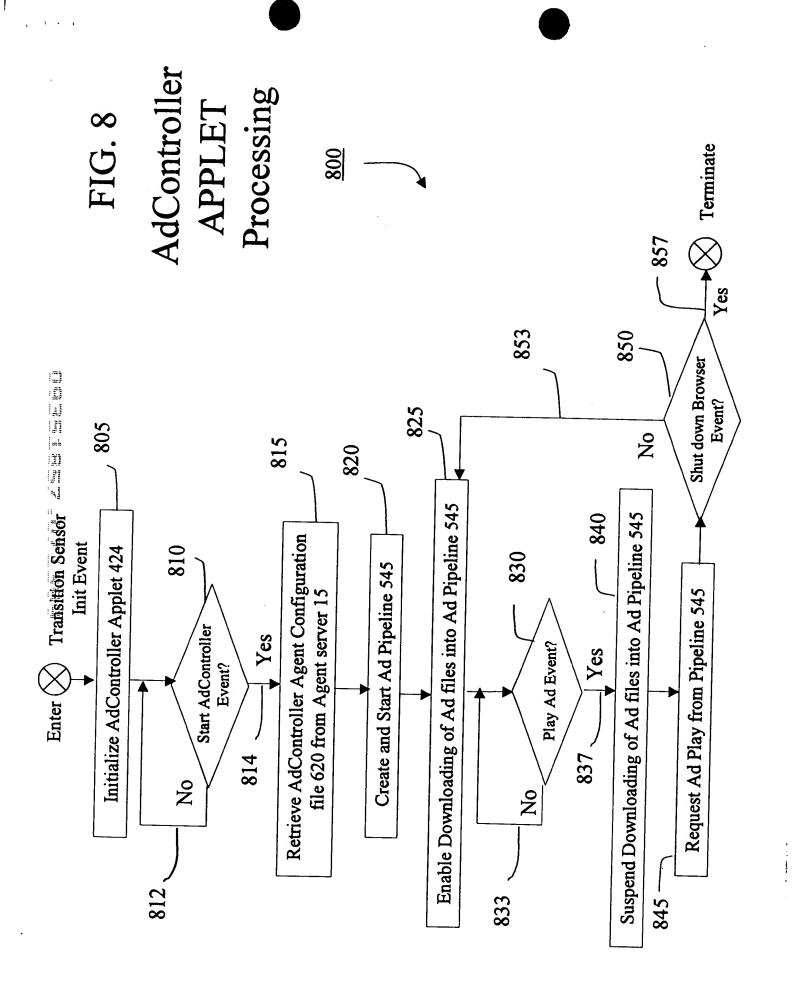


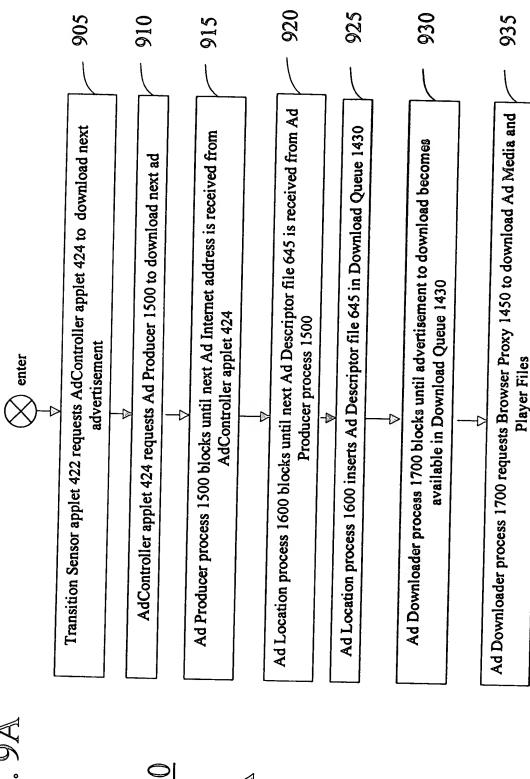
FIG. 6A

AdController AGENT Processing







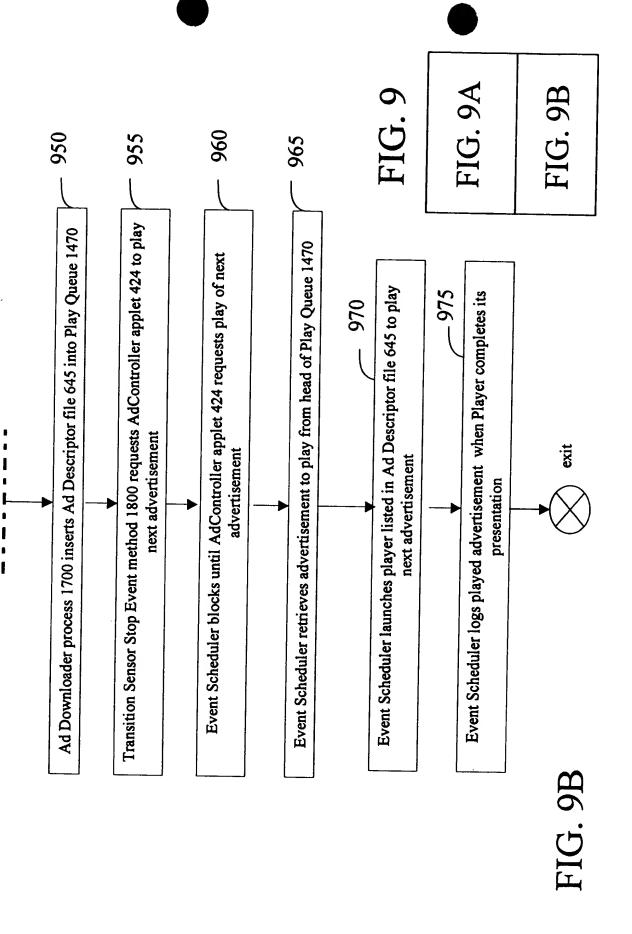


940

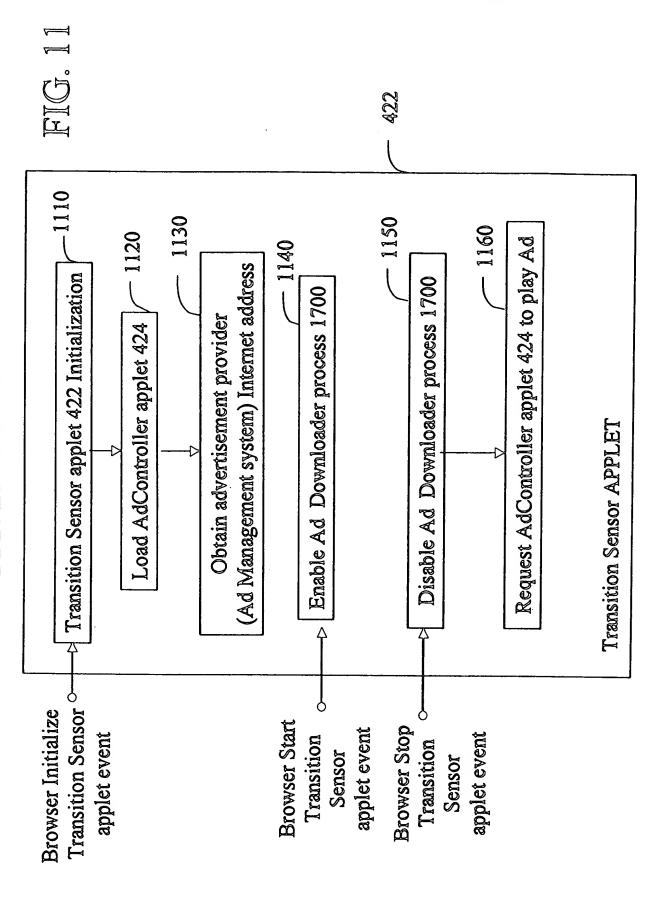
Browser proxy 1450 downloads ad media and player files to browser RAM cache

0

0



		<15c/197>		HARUT	***		430
		system"		Adlortalks	Ad Controller APPLET		0901
		704			77.7		020 CACHI AND STANT 020 1025 130 1025 140 140 140 140 140 140 140 140 140 140
	There there is the cond that I'm world	SRC=" http://unicast-ad-server.com/loadad-js">>	TAVASIRIPT APPLETS CACIA CACIA ENCIA FUSOR IS STANTED, AND		401687		IN LOADED 10 to BROWER 10 HADDLE 10 HADDL
	16 TAG 40	Vunicas 6-ad-sc	46 5418111 40067 1 74 CACK 564502 515711 1		12h 137	,	LOAD Adartoller APPLET STATUS? KESPOWSE Adartoller APPLET FROSE BROW LOAD Adartoller APPLET FROSE BROW MEGISTA: THANSITON SENSOR LOAD Adartoller APPLET REPLET FROSE MATEUAS: Adartoller APPLET HODDEN MATEUAS: Adartoller APPLET TO Adartoller MASTEUAS: Adartoller APPLET TO Adartoller TO USEE CLIAR-STREAM REQUEST TO USEE CLIAR-STREAM REQUEST SUCCESSIVE CONTENT WEB PARA
200	ADVERTISING TAR		AN CONTROLLEN IN TO BRINDER IN TRANSIFIED S		TRANSITION SENSOR APPLET	.,,,,,	LOAD Adentiolly AN AESPONSE Adentiolly AN LOAD Adentiolly AN AESISTA: THANS, TIAN AESISTA: Adentiolly AESISTA: Adentiolly ANSING Adentiolly TO USE CLIAN SUCCESSIVE CON
₹9₹2	R POLISE II	COMPLATING					0501



Terminate Request AdController applet 424 to Download Ad 1250 1270 Initialize TransitionSensor Applet 422 Enable Ad Pipeline 545 Ad Downloading 1260 Request Ad Pipeline 545 Play Ad Enter Yes Yes Yes Browser Stop **Browser Start** Browser Init Event? Event? Event? 1247 1267 1213 ž 8 ž 1263 1243 Processing Transition APPLET Sensor FIG. 12 1200

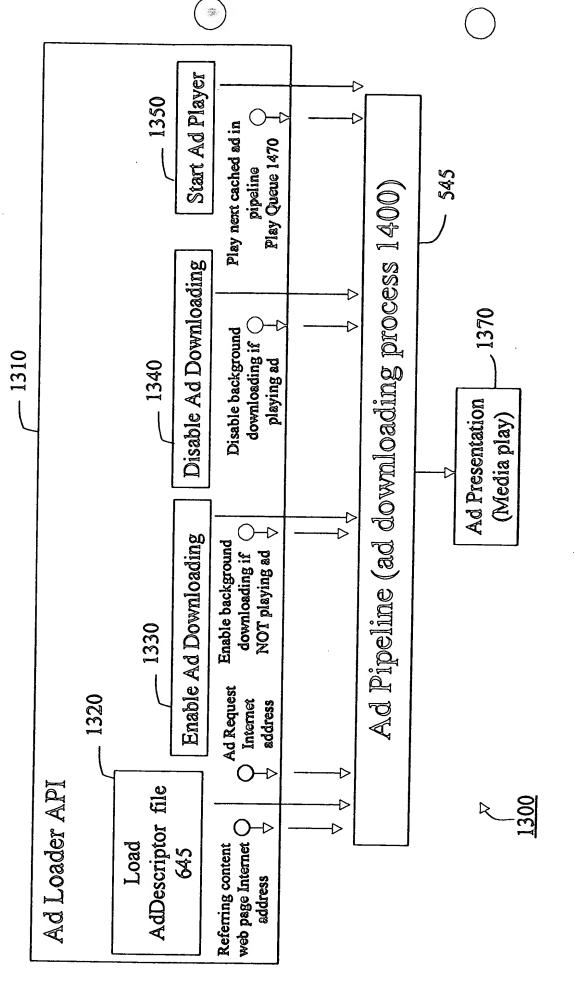
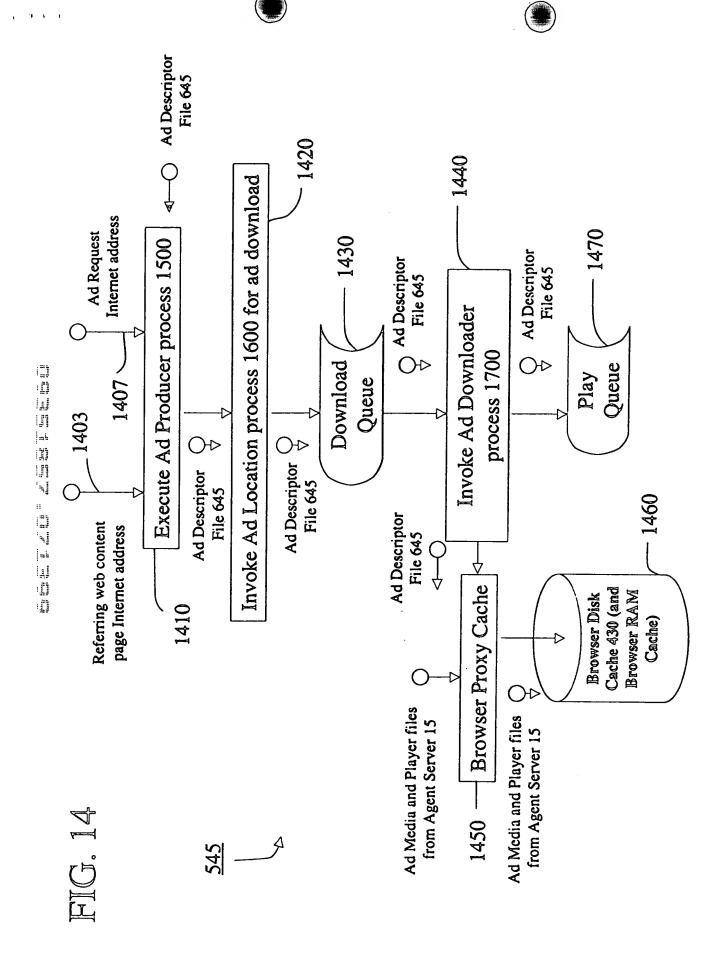


FIG. 13

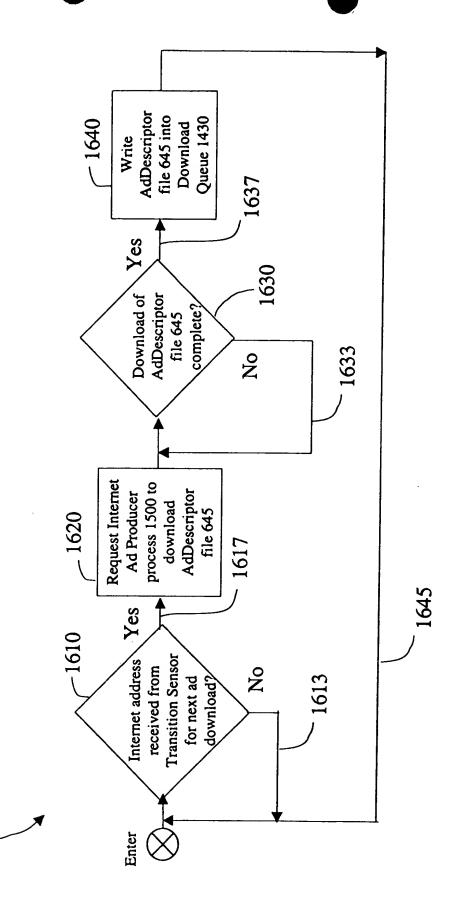


A South Start | 1 thing See Hough | 18

House though the street than these

FIG. 15 - Ad Producer Process

FIG. 16 - Ad Location Process



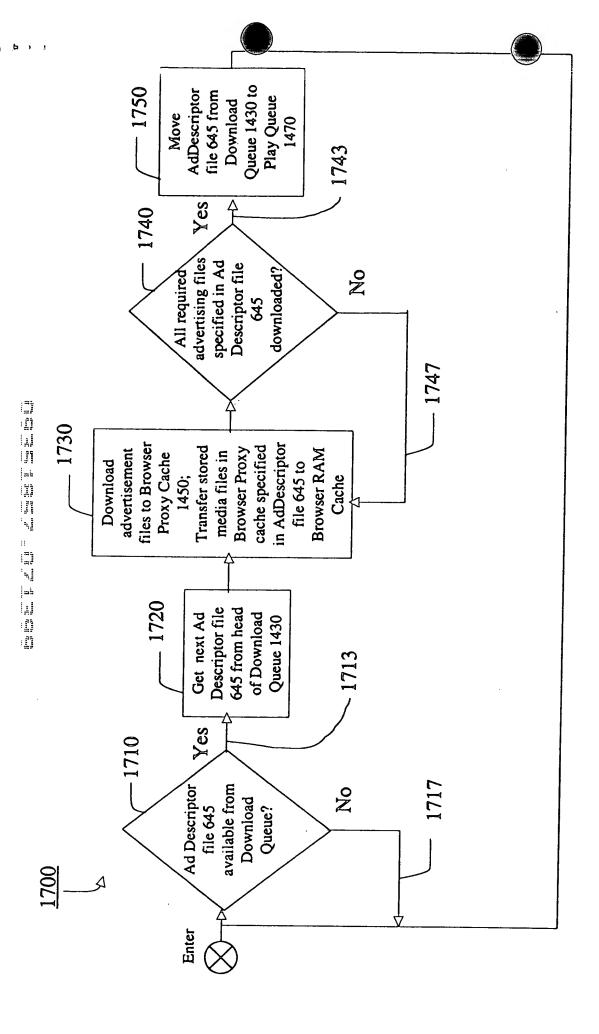


FIG. 17 - Ad Downloader Process

bir t

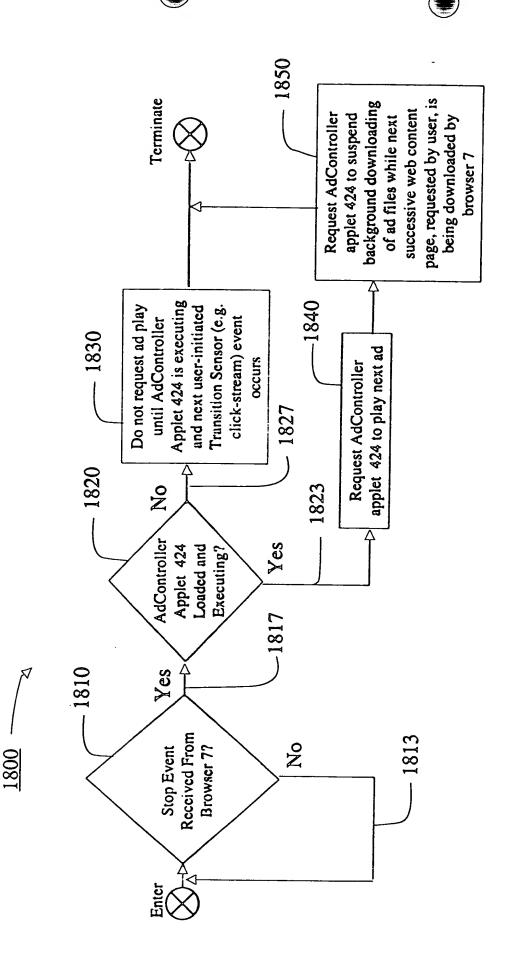


FIG. 18 - Transition Sensor Stop Method

D 2 1

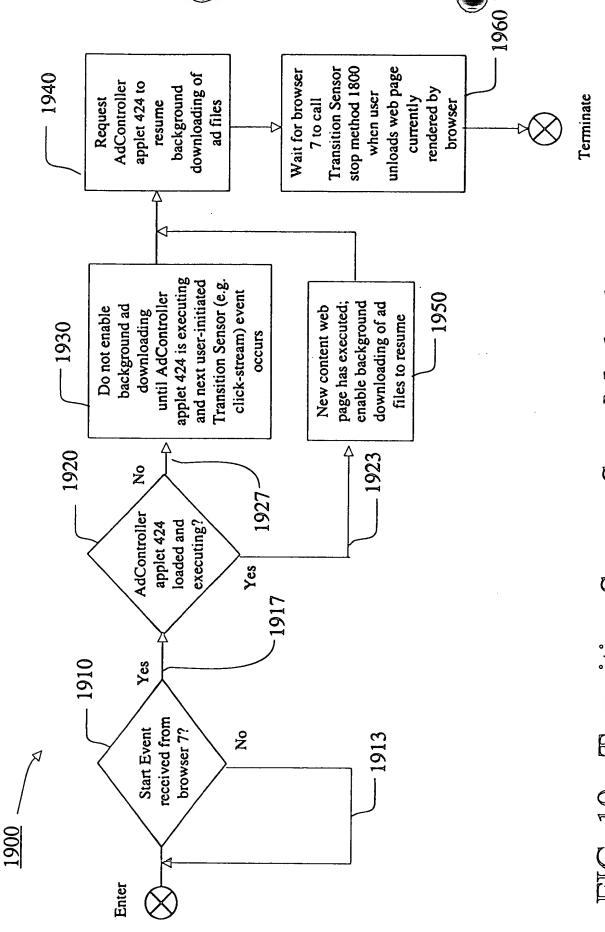


FIG. 19 - Transition Sensor Start Method



Section 1 - Applet Player Java Class Configuration

playerName=AppletViewerPopup

playerClass=com.unicast.adcontroller.players.AppletViewerPopup

Section 2 - Ad Java Classes Configuration

AppletViewerPopup.adAppletName=ANM_AnimationLoaderApplet AppletViewerPopup.adAppletClass=

com.pointcast.applets.AnimationApplet.ANM_AnimationLoaderApplet

Section 3 - Player Execution Configuration

AppletViewerPopup.windowTitle=AdController PointCast Ad

AppletViewerPopup.playerRefreshRate=1000

AppletViewerPopup.allowExit=true

AppletViewerPopup.xPosition=50

AppletViewerPopup.yPosition=50

AppletViewerPopup.windowWidth=280

AppletViewerPopup.windowHeight=355

AppletViewerPopup.isResizable=false

AppletViewerPopup.secondsWindowIsOpen=180

AppletViewerPopup.secondsToOverlay=1

AppletViewerPopup.closeButtonLabel=Close

AppletViewerPopup.openButtonLabel=More Info

AppletViewerPopup.saveButtonLabel=Save

AppletViewerPopup.openURL=http://www.pointcast.com/

Section 4 - Ad Applet Configuration

A. Ad Applet DocumentBase

AppletViewerPopup.ANM_AnimationLoaderApplet.documentBase= http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/

B. Ad Applet Parameters

 $Applet Viewer Popup. ANM_Animation Loader Applet. Ad To Play=deepsea. anm. Add to Play=deepsea. An matter a supplementary of the property of$

AppletViewerPopup.ANM_AnimationLoaderApplet.AltImage=test.gif

AppletViewerPopup.ANM_AnimationLoaderApplet.MaxCycles=5

AppletViewerPopup.ANM_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/

 $Applet Viewer Popup. ANM_Animation Loader Applet. Target Frame = _top$

AppletViewerPopup.ANM_AnimationLoaderApplet.BorderWidth=2

AppletViewerPopup.ANM_AnimationLoaderApplet.BorderType=Standard

C. Ad Applet MediaList

 $Applet Viewer Popup. ANM_Animation Loader Applet. media URL List=new$

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.size=2

 $Applet Viewer Popup. ANM_Animation Loader Applet. media URLL ist. element 0=deepsea. anm. and the property of the property o$

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=animApplet.jar

FIG. 20 - ILLUSTRATIVE AD DESCRIPTOR
FILE CONTENTS
FOR A POINTEAST JAVA AD

V)

, 2000



